



Information, Education, Communication in Population

POPULATION IEC MATERIALS SERVICE

Supplement to
IEC Newsletter No. 18

EAST-WEST CENTER

Honolulu, Hawaii USA

Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies.

New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the *IEC Newsletter*. Relevant materials collected by the East-West Population Institute are also listed.

Program administrators, communication specialists, and other interested practitioners, trainers, and researchers are welcome to request copies of these materials for use in their work. The Institute can provide reproductions of most of these materials in the form of either photo copies or microfiche. When it is not possible to supply copies of a particular item due to its bulk or due to limitations on its circulation, the requestor will be referred to the original source. Those reviews of noteworthy books, manuals, and handbooks that may appear in the *IEC Newsletter* will include information on the source and price of the publications.

Copies of materials are provided by the Institute at cost or on an exchange basis. "Exchange" simply means that in return for reproductions sent to the re-

questor, the Institute asks that he supply relevant reports, newsletters, campaign materials, and other items available now or in the future. These will then be added to the Institute's collection in order to maintain and expand this clearinghouse service for the benefit of people working in population IEC around the world.

Requests should be directed to Population IEC Materials Service, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A. **Please request each item by its code number.**

General Strategies and Programs

18-1: Fuglesang, Andreas

The story of a seminar in applied communication. The 1972 Dag Hammarskjöld Seminar on "Communication: An Essential Component in Development Work." 27 August-9 September 1972. Uppsala, Sweden, The Dag Hammarskjöld Foundation, April 1973, 142 pp.

This summary report is based on the editor's notes on lectures, discussions, and some of the papers presented at the seminar. The communication aspect was considered by participants to be an essential component in activities like nutrition, agricultural extension, community development, public health, family planning and general information services. The seminar was intended to be of a practical nature, with the emphasis on applied communications and aspects such as management, function of work models, group dynamics, sensitivity training and creativity—rather than on communication theory, per se.

18-2: International Planned Parenthood Federation

Information section relationships between governments and voluntary family planning associations. London, IPPF, March 1973, 13 pp. *Appendices*, 29 pp.

The pioneering work of voluntary organizations (their development of family planning programs and their relationships with governments) is traced. Future trends of the interrelationships between governments and voluntary organizations are discussed. Charts, in tabular forms, are appended to give a worldwide summary of present relationships.

18-3: Kar, S.B.

A strategy of mass education in family planning. From *INTERNATIONAL JOURNAL OF HEALTH EDUCATION*, vol. 11, no. 2, April-June 1968, 10 pp.

The author emphasizes the need for studies that explore the relationship between motivation and the effectiveness of various communication media, especially interpersonal communication. A conceptual framework for motivational research in family planning is suggested, and ways and means of achieving effective communication are explored.

18-4: Mezirow, Jack

Educating adults in family planning: a rationale and strategy for developing countries. New York, World Education, July 1972, 21 pp.

This paper examines the concept, process and development of adult education for family planning in terms of the learner, the teacher, and the materials. A suggested strategy for program development is one that is to be introduced into the existing adult education structure. The advantages of this strategy are discussed, and the functions of the adult education program in family life planning are listed.

18-5: Pakistan, Ministry of Health, Labour and Social Welfare

Family planning scheme for Pakistan during the Third Five Year Plan period, 1965-1970: Rawalpindi. Lahore, Pakistan, Sweden Pakistan Family Welfare Project, 192 pp.

The organization and strategies of Pakistan's family planning program for the Third Five Year Plan period, 1965-1970, are presented. The detailed guidelines for the program include discussions of personnel, budgets, training, publicity, contraceptive distribution, transportation, and evaluation. Also included are prototype training materials, including a handbook for family planning officers and trainees, training schedules, and materials (audio-visual and other teaching aids) for the family planning doctor. Tables projecting expenditures, kinds of

publicity, and contraceptive distribution by districts are appended.

18-6:

The Philippine population problem. Quezon City, Family Planning Communication Project, UP/IMC, UNESCO-UNFPA, 1974, 57 pp.

Three studies are presented which analyze the problem of rapid population growth in the Philippines. The first paper, by Rev. Wilhelm Flieger, is an assessment of the population problem in the Philippines, describing the various demographic factors which contribute to the urgency of this problem. It also traces population trends from available statistics and examines some of the consequences of the existing demographic situation for the average Filipino. The second paper, by Dr. Mercedes Concepcion, gives an overview of the family planning program in the country. The report traces the development of the program and describes the step-by-step involvement of the national Government in slowing down the country's population growth rate. The third paper, by Dr. Conrado Lorenzo, details the significant strides that the Government has made in coping with the population problem.

18-7: Pisharoti, K.A. and others

The Athoor experience: implications for a statewide family planning program. Chapel Hill, Gandhigram Institute of Rural Health and Family Planning, and Carolina Population Center, University of North Carolina, 1972, 107 pp.

The report summarizes the Institute's experiences in implementing an action research project in family planning from 1962-1971. The intent was to develop a method of implementing family planning in rural areas which would lead to a decrease in birth rate and which would serve as a prototype for programs elsewhere. Explanations are given of: 1) the preparatory phases in organizing and coordinating a family planning program; 2) program development in a village which includes identification of leaders; and 3) recommendations for support at the district and state levels. Instructions and forms for evaluating the program and for registration of eligible couples are appended, as well as sample case cards for IUD insertion and sterilization.

18-8: Rogers, Everett M.

Communication strategies for family planning in developing countries. Presented at Population Association of America, New Orleans, 26-28 April 1973, 19 pp.

Eight possibly mistaken assumptions about family planning behavior are reviewed as a basis for suggesting communication strategies: 1) contraceptive technology is "perfect" enough to reach present population goals; 2) biological effectiveness of contraceptives is the main criterion in determining their rate of diffusion; 3) innovation-decisions are made by individuals; 4) family planning is not a taboo topic; 5) family planning

diffusion is via mass media (rather than interpersonal) channels; 6) all communication about family planning is positive; 7) family planning is mainly a medical and health matter; and 8) social, structural and institutional changes are not needed to provide motivation for small families. The main theme of the paper is that family planning programs could be relatively more successful if they were aware of these possibly erroneous assumptions. Six priority topics for communication research are provided to form a basis for future strategies.

18-9: Stycos, J. Mayone

The clinic and information flow: educating the family planning client in three Latin American countries. Ithaca, New York, International Population Program, Cornell University, January 1974, 365 pp.

This publication is a compilation of studies on information and education programs in family planning clinics in the Dominican Republic, Colombia, and Mexico. The following subjects were examined: the in-clinic lecture system, pamphlets, radio campaigns, color films with narration, slides with audio cassettes, and the general needs and existing facilities of clinics. The purpose was to find out to what extent information reached the intended audience, to what extent the messages were understood, and to what extent the messages stimulated a visit to the clinic. Based on data gathered, a framework for the evaluation of information and education programs (including targets, messages, and media) in Latin America is proposed. Questionnaires and transcripts of lectures, of radio spots, and of group discussions are appended.

18-10: United Nations, Economic Commission for Asia and the Far East

The role of voluntary organizations in national family planning programmes: report and selected documents of the expert group on the role of voluntary organizations in national family planning programmes. Bangkok, Thailand, ECAFE, 7-12 August 1972, 39 pp.

This report is of the expert group that was convened: 1) to discuss the existing relationships between governments implementing national family planning programs and the national family planning associations; and 2) to develop and consider a working relationship between these major partners in the total national family planning program, and to suggest areas of respective responsibility. Roles, responsibilities, financing, program performance, and regional and international functions are discussed. Five selected documents, which were presented at the meeting, concern the role of voluntary organizations in national family planning programs.

18-11: United Nations Educational, Scientific and Cultural Organization

The role of UNESCO in family planning communication. Paris, UNESCO, August 1973, 9 pp. *Annexes*, 18 pp.

The report summarizes UNESCO's general areas of activities and main priorities in family planning communication, along with a brief overview of meetings and activities during 1971-1972. The recommendations of the expert meetings held in 1972 are appended and cover the following topics: the use of broadcasting and associated media for integrated family planning and developmental messages; the development of models of training programs for communicators at various levels; research in family planning communication; and the integrated use of folk media and mass media in family planning communication programs. Recommendations of the UNESCO/WHO Inter-regional Consultation on Communication and Education in Family Planning are also appended.

18-12: Wilder, Frank

Selling birth prevention to Asia's millions: the state of the art. San Francisco, California, Asia Foundation, 12 January 1973, 11 pp.

This paper is an assessment of current organized communication activity in Asia that is intended to support and advance national population and family planning programs. Two general kinds of population communication are discussed. One is aimed at audiences influential in legitimizing the program or giving it greater impetus. The other is aimed directly or indirectly at present and future parents. Problems of IEC activities in Asian countries are considered generally to be societal and bureaucratic in nature. Five observations related to the operation of IEC activities in 15 Asian countries concern the subject of messages, governmental roles, IEC personnel, IEC training, and communication research.

Use of Mass Media

18-13:

A report on the PSI study of young men. Prepared for Population Services International (PSI), Philadelphia, Pa., Institute for Survey Research, Temple University, December 1973, 17 pp.

This follow-up survey evaluates Population Services International's project to promote and encourage, through direct mailing, the use of condoms by young men from economically deprived groups in the U.S. The survey was designed: 1) to determine if PSI's program made significant changes in the recipients' knowledge of and attitudes toward the use of condoms for contraceptive and prophylactic purposes, and 2) to gauge any changes in condom use behavior resulting from this program. Findings are reported in terms of respondents' demographic description, sexual experience, and reactions to materials and program. Conclusions and recommendations are given for the future dissemination of contraceptives and prophylactics.

- 18-14: El-Ansary, Adel I. and Oscar E. Kramer, Jr.
Social marketing: the family planning experience. From JOURNAL OF MARKETING, vol. 37, July 1973, 7 pp.
The application of marketing technology to family planning uses the social marketing model of the Louisiana state-wide family planning program. The model employed a marketing mix which included product, price, promotion, and physical distribution (service delivery) policies, as well as a research program. The application of analytical marketing tools, generic marketing, and multinational marketing are discussed. Conclusions are also given on the success of the program and its continued growth.
- 18-15: Euler, Roland von
Mass communication experiment: a study in the promotion of family planning in Pakistan, conducted by Sweden Pakistan Family Welfare Project. Lahore, Pakistan, Communication Section, Sweden Pakistan Family Welfare Project, April 1972, 255 pp. *Appendices.*
The objectives of this study were: 1) to assess the results of a mass communication campaign for the adoption of family planning; 2) to demonstrate the planning, development, and implementation of a mass communication campaign that concentrated on a main theme and that made use of a variety of coordinated media (e.g., pamphlets, posters, match-box labels, puppet shows, and "Zari song" parties); and 3) to assess the reach of the different media employed in the campaign. The development of the research plan of the campaign and of its materials is described. The selection of the target and control areas and the results of the interview surveys are also given. Knowledge, attitudes, and practices of family planning were surveyed, as was the extent of the peoples' exposure to the campaign. The script of the puppet show Punjabi "Happy Living People" and the interview schedules are appended.
- 18-16: Swedish International Development Authority, Population Division
The mass communication experiment in Pakistan: results of the interview survey. Information Division, SIDA, September 1972, 8 pp. (results of reference no. 18-15)
- 18-17: Gillespie, Robert W.
A one-year summary report on expanding the mass media and functionary campaigns and developing a model family planning project. Tehran, Iran, Population Council, September 1973, 3 pp. *Appendix, 2 pp.*
This progress report is on the expansion of the Isfahan media campaign to 5 provinces and on the development of a model family planning project. The appendix includes a list of 51 materials (such as reports, newspaper inserts, medical contracts and forms, leaflets, coupons, and radio spots), which are available from the Model Project Director.
- 18-18: McNelly, John T.
Mass media and information distribution. From THE JOURNAL OF ENVIRONMENTAL EDUCATION, vol. 5, no. 1, fall 1973, 6 pp.
Three theoretical propositions with practical implications for professional communicators in population and family planning form the basis for this paper. These three propositions are concerned with information: 1) its role in social change; 2) its inequitable distribution; and 3) the role of the media—particularly the broadcast media—in redistributing it. The supporting evidence comes largely from the Western Hemisphere and from the field of family planning communication.
- 18-19: Nakkim, Lynn B.
A step in the right direction: a pilot project in the dissemination of population information in the State of Hawaii. Honolulu, University of Hawaii, December 1972, 49 pp. *Appendix.*
This report is on a media campaign sponsored by Hawaii Planned Parenthood that was designed to convey a message to potential parents about the urgent need to curb the number of births. The major objective of the study was to test the efficacy of the effort and to find out if the announcements had reached the target audience. The design, objectives, and procedures involved in the Honolulu radio campaign are delineated. The pre- and post-testing of the messages on a sample of secondary school students are also described. The test measured the difference in opinions both on causes of overpopulation problems and on the treatment of the subject on the radio announcements. Conclusions and recommendations are suggested based on the campaign results. The text of the radio messages is also appended.
- 18-20: Okediji, Francis Oluokun and William Ogonwo
Experiment in population education and attitude change: an evaluation of the film "My Brother's Children" in two rural Nigerian communities. Nigeria, Africa Regional Council of the IPPF and the Family Planning Council of Nigeria, September 1973, 74 pp.
This experimental study analyzed the impact of the film, "My Brother's Children," on a rural Nigerian community. A similar rural community was used as a "control" area. The historical background of the 2 villages chosen is presented, as well as a discussion of the film's message as it applies to their social structure. Methodological strategies used in the data collection are described, and family planning attitudes of the 2 villages before and after the film presentation are compared. Conclusions are given using a system approach to highlight theoretical paths of investigation. Policy guidelines for the implementation of family planning action programs are suggested. Pre- and post-film questionnaires are appended.
- 18-21: United Nations Educational, Scientific and Cultural Organization
Experts meeting on integrated approach to the use of broadcasting and other communication media in family planning and development: report. Kuala Lumpur, Malaysian National Broadcasting Training Centre and UNESCO, 14-18 August 1972, 30 pp. *Annex, 5 pp.*
This meeting brought together experts and advisors in the fields of family planning, development work, broadcasting, and communication. The purpose was to develop models for the integration of mass media with future family planning and development programs. An integrated and systematic approach to the use of communication media in family planning and other developmental areas should consider the social, economic, and cultural situation of particular countries and their requirements for training and research. General problems of media planning and production for development communication are reviewed, and a model for media strategy is outlined. The priority areas for action in media and family planning program planning are recommended.
- 18-22: United Nations Educational, Scientific and Cultural Organization
Experts meeting on the integrated use of folk media and mass media in family planning communication programmes: report. London, International Planned Parenthood Federation, 20-24 November 1972, 27 pp. *Annex, 4 pp.*
This report outlines the criteria for the selection of folk media for family planning communication programs and discusses the cultural, sociological, and practical context of their use. Strategies are given both for the extension of folk media through the mass media and for their use in extension activities of other development programs. A model for the integration of folk media with mass media is also proposed. Training and research programs are stressed, and specific recommendations are made with respect to their development within family planning communication programs. The importance of folk media is emphasized as being an extension arm of mass media, a direct contribution to cultural development, and a basis for involving institutions at the ground level in communication programs.
- 18-23: The Victor-Bostrom Fund for the International Planned Parenthood Federation
Commercial distribution of contraceptives: report no. 16. Washington, D.C., The Victor-Bostrom Fund Report, winter 1972-73, 31 pp.
The varied articles in this booklet concern the general theme of the commercial distribution of contraceptives. The role of international agencies in relation to the commercial distribution of

contraceptives is also described. All 12 articles are illustrated with graphs and photographs.

Formal Population Education

- 18-24: Horsley, Kathryn and others
Environment and population: a sourcebook for teachers. Washington, D.C., National Education Association, 1972, 112 pp.

The objective of this sourcebook is to help secondary and high school teachers to relate causes and consequences of population change to other social and environmental issues already being explored in the classroom. All discussions are based on the principle that there is a critical relationship between numbers, distribution of people, and the capacity of the human ecosystem. The sourcebook includes concepts with supportive discussions, suggested activities, references, recommended reading matter, and a list of relevant films.

- 18-25: Population Reference Bureau, Inc.
Options: a study guide to population and the American future. Washington, D.C., PRB sponsored by Population Education, Inc., 1973, 75 pp.

Options is a guide for exploring population trends and their possible effects on the future. It is based on the official report of the Commission on Population Growth and the American Future, which was established by the President in 1970. The objective of the study guide is to foster an understanding of the Commission's recommendations and to help students: 1) learn how population changes in the United States affect the individual and society; 2) realize how their own actions can change the size and character of the population; and 3) evaluate the impact of population changes as well as the impact of personal and public decisions on population trends. *Options* can be used either with the film, *Population and the American Future*, or as a discussion guide. It can also be used to create a short study unit.

- 18-26: Schaefer, Lawrence M.
An introduction to population, environment, and society: a three-to-five week unit for high school students. Hamden, Connecticut, Spaulding Copy Center, November 1972, ix, 274 pp.

This teacher's manual provides an integrated approach to population growth and the environment within the context of other dimensions of society. The units include: 1) introduction, 2) environment, 3) population—growth and distribution of human population, 4) impact of population growth on society, and 5) strategies for the future. These units are designed so that students may make their own decisions through consideration and evaluation of concepts. Discussion questions, glossary of terms,

annotated bibliography, annotated film list, suggested readings (reprints of articles), and a student workbook are appended.

- 18-27: Shitabata, June and Elizabeth Wright
An elementary teachers' handbook for population education. Honolulu, University of Hawaii, December 1972, 102 pp.

This collection of resource materials, activities, and bibliographies is designed to be a handbook for elementary school teachers in the planning of strategies for teaching population concepts and related subjects. Three areas are considered crucial in the investigation and exploration of the impact of population growth on students: population literacy, awareness of the limits to growth, and an outlook towards a desirable future. Bibliographies are included on periodicals, films for children, books for children, books for teachers, films, and list of available materials and projects.

Extension Education/ Interpersonal Communication

- 18-28: Family Planning Association of Iran
Project on: education programme for youth. Iran, FPA of Iran, January 1973, 45 pp.

The objectives and plan of action are presented for a population education project for youth to be implemented in youth clubs in community welfare centers in Iran. A one-page course outline for sex and population education for the program is included.

- 18-29: Parsons, J.
The spatial and social determinants of networks of interpersonal communication and interaction: a study of the diffusion of family planning information in the Philippines. Honolulu, Department of Geography, University of Hawaii, 20 June 1973, 262 pp. *Appendix. Bibliography*.

Interpersonal communication and interaction in a rural community in the Philippines are studied. The purpose is to trace the general processes of communication and interaction among an entire female population and to relate these processes to the manner in which family planning information diffuses through geographical and social space. The Social Field Theory model is employed to test the hypothesis that the degree and direction of behavior between pairs of women in the barrio social system are a function of the extent to which they share common attributes, such as social, economic, psychological, and geographical characteristics. Data were gathered by using a series of structured interview schedules. The geographical contributions to interpersonal communication are examined, and general weaknesses

in traditional geographical approaches are discussed. The interview schedule is appended.

Education for Functionaries, Professionals, and Leaders

- 18-30: Radel, David
Elite perceptions of population problems and potential solutions: research to guide an elite oriented population IEC program in Kenya. Honolulu, Hawaii, East-West Communication Institute, October 1973, 362 pp.

This study analyzes the opinions and knowledge that elites in Kenya have about population processes and their relationship to development. The research report consists of: 1) a case study of the emerging support for a population policy in Kenya since 1952, based primarily on unpublished documents; 2) an analysis of the results of interviews conducted with members of the Kenyan elite during 1971; and 3) a content analysis of statements by the elite in the local press since 1967. Findings are examined for implications for further research and for guidelines for an "elite population education" program in Kenya, with the guidelines being placed in a comparative framework through a review of parallel programs elsewhere. A 178-item bibliography, a chronology of population events in Kenya, and sample elite education materials are appended.

Social, Cultural, and Psychological Aspects of Family Planning

- 18-31: Indonesia, Department of Social Affairs, Social Research Centre
Survey report on knowledge, attitudes and practices of family planning in the special province of Yogyakarta. Yogyakarta, 1972, x, 101 pp. *Appendices*.

This survey concerns the knowledge, attitudes and practices of married couples, 15-49 years old, in a province of Indonesia. Based on the study results, consideration will be given to the expansion of family planning programs outside of this area. Part I is an introduction to the survey and a description of the research methodology. Part II includes an analysis of the data. Part III contains summaries, conclusions, recommendations, and proposals for the execution of family planning programs in the future.

- 18-32:
Knowledge, attitude and practice (KAP) surveys in family planning: an overview of two decades of research. Bombay, India, International Institute for Population Studies, August 1972, 32 pp. *Appendices*.

This overview summarizes the findings of 173 studies conducted in India dur-

ing 1950-1970. The purpose was: 1) to find out time-specific and area-specific concentrations of KAP surveys; 2) to determine areas where such surveys have not been conducted; and 3) to assess general attitudes toward family planning. Appendix I is entitled "Attitude towards family planning practice/method/Over-all level of knowledge of family planning/Specific methods, and over-all practice level of family planning/Specific methods." It includes the results of KAP surveys organized by author; year study conducted; sample; area; and attitudes toward, knowledge of, and practice of family planning. Table II is entitled "Attitude towards family planning, reasons for rejecting/accepting family planning and reasons for wanting/not wanting more children as brought out by various KAP."

- 18-33: Kotler, Philip and Gerald Zaltman. *Social marketing: an approach to planned social change*. From JOURNAL OF MARKETING, vol. 35, July 1971, 10 pp.

This article discusses the applicability of marketing concepts to the promotion of social objectives, such as family planning. The nature of the marketing phenomena and some recent conceptual developments in the marketing field are delineated. Social marketing is defined, and the conditions under which it may be carried out effectively are surveyed. The four planning variables in the social marketing planning process—product, promotion, place, price—are examined in terms of some well-known social issues.

- 18-34: Marshall, Alex G. *Population, family planning and the rights of women*. United Nations Fund for Population Activities, 5 pp.

A brief survey is presented of the status of women's rights throughout the world in general and their role in the planning of their families in particular. The progress of governments and organizations in promoting family planning is discussed, and the function of the UNFPA is explained.

- 18-35: Stone, Russell A. and others. *Afghan pharmacists: their knowledge of and attitude toward family guidance*. Kabul, Afghanistan, Afghan Demographic Studies, Ministry of Public Health, and Buffalo, New York, Department of Sociology, State University of New York at Buffalo, June 1973, in English and in Dari, 9 pp.

This paper evaluates the possibility of using Afghan pharmacists as change agents for family planning adoption. It is based on a survey of the knowledge and attitudes of pharmacists about contraception and the idea of family planning. Questions in the survey examined their attitudes toward: 1) the availability of information and free contraceptives and the effects this would have on a pharmacist's business, 2) overpopulation, 3) maternal and child health as affected by contracep-

tion, and 4) sexual satisfaction and morals as related to contraceptive use. Answers are interpreted as indications of whether the respondent had favorable or unfavorable attitudes toward family planning and birth control and whether pharmacists can be used to promote family planning and to distribute contraceptives. The interview schedule is appended.

Training for IEC Roles

- 18-36: Central Treaty Organization. *CENTO workshop on educational responsibilities of nurses and midwives in relation to family planning in maternal and child health*. Tehran, Iran, CENTO, 29 April to 4 May 1972, 52 pp. This conference was designed to develop models to be used by nurses and midwives for education in family planning in maternal and child health programs. Basic objectives of the meeting were: 1) to determine the functions of nursing and midwifery personnel in MCH and family planning, 2) to determine the knowledge and skills needed to perform these functions, 3) to identify how this knowledge and skill are to be imparted to the nurses and midwives, 4) to discuss how nurses and midwives can educate people in family planning, and 5) to consider ways in which nurses and midwives can integrate family planning into their activities in the community, in hospitals, or in clinics. The delegates' recommendations, reports of the working groups, and other papers presented are included. Also outlined is the recommended content of a 3-year course for nursing students in family planning.

- 18-37: Ellingsworth, Huber W. and Florangel Z. Rosario. *Staff preparation for family planning communication roles in the Philippines and Malaysia*. Honolulu, East-West Communication Institute, 8 pp. *Tables*. This report is on the education, experience, and training of 47 Philippine and 22 Malaysian administrators in family planning communication programs. It includes estimates by the administrators of levels of preparation for the various specialists in the program.

- 18-38: Zahedi, Ali. *An intensive national training program for communication and motivation*. Iran, Family Planning Unit, Ministry of Health, 8 pp. This overview of educational aims and approaches shows Iran's program emphasis on staff training. Training for family planning personnel is briefly discussed under the headings: community leaders, health personnel, revolutionary corps, cooperative agencies, public schools, universities, religious institutions, and the general public. Some communication approaches developed for special audiences are also mentioned.

Development and Production of IEC Materials

- 18-39: *What's the real thing? Proceedings of a conference to evaluate family planning educational materials*. Atlanta, Georgia, Emory University, 16-17 August 1972, 51 pp.

This conference brought together 50 family planners, patients, and communicators to discuss 26 educational publications on family planning. The objectives were to evaluate the quality of the materials and to learn how to conduct a more effective conference for the evaluation of such materials in the future. The evaluation of the 26 materials was based on the following criteria: 1) audience suitability; 2) whether the material stresses that family planning is a voluntary choice; 3) clarity of instructions; 4) appropriate length of the materials; 5) specific inaccuracies in the material; 6) quality of artwork; and 7) constructive suggestions which would add to the clarity or acceptability of the publication. Photographs of the publications are also included.

- 18-40: Family Planning Association of Hong Kong. *Theme, slogan, and symbol study worksheet for Hong Kong: evolution of non-verbal presentations*. 10 pp.

The development of non-verbal presentations of family planning information is traced in Hong Kong. In addition, the design and production of materials on family planning for public information, including the rationale for slogans used, are explained. Examples of slogans, the years they were used, and the extent of media use are included together with synopses of six one-minute films.

Research and Evaluation

- 18-41: Cernada, G. and T. H. Sun. *Utilizing research: five communication case studies*. Taichung, Taiwan, 10 January 1974, 40 pp.

The five studies treated in this paper illustrate some of the ways family planning communication research was used in Taiwan. These studies are: 1) the Taichung Study; 2) Expanding the Use of Mass Media: The Kaoshiung Study; 3) the Educational Savings Scheme; 4) The Pricing of Contraceptive: The Three-Township Pill Study; and 5) The Free Offer for a Limited Time Only. They focus on areas of the research utilization process, such as determining research needs, consumer feedback, the centralized, integrated program/research unit, staffing, reasons why some results were not used, linkage between researchers and program operators, and documentation and dissemination. The variety of reasons why research was or was not used is summarized in an earlier paper prepared for the East-West Communica-

tion Institute's Conference on "Making Population/Family Planning Research Useful," held in Honolulu in December 1973. These cases are intended to be supplementary illustrations to this paper.

18-42: Chang, K. K.

A decision making system for a family planning program: a case study of Taiwan. Chapel Hill, Carolina Population Center, University of North Carolina, 1972, 136 pp.

The first objective of this monograph is to develop, through the use of systems analysis concepts and methodology, a basic model for a decision-making system for a family planning program. From this basic model, a generalized model is developed which is applicable to any developing country. Second, the study shows how adequate information can help decision makers to reach rational, effective decisions; and, third, it identifies the major information that decision makers need at various levels of decision making within a program.

18-43: Chen, Eddie

Interim report of survey and research projects. Taiwan, Committee on Family Planning, Taiwan Provincial Department of Health, April 1973, 21 pp.

This preliminary report is the first of a series of reports on an evaluation survey of the mass communication efforts in Taiwan during "Family Planning Month," November 1971. This survey of 2,013 Taiwanese women was designed: 1) to measure the results of family planning month, 2) to learn the relationship between exposure to family planning slogans/messages and women's knowledge, attitude, and practice of family planning, and 3) to assess the communication behavior of women. The function of family planning month is measured by change in monthly contraceptive acceptance, by exposure to family planning messages and slogans before and after the month, and by attendance at and response to family planning exhibitions.

18-44: United Nations Educational, Scientific and Cultural Organization
Experts meeting on research in family planning communication: final report. Davao City, Philippines, UNESCO, 24-28 October 1972, 20 pp. Annex, 4 pp.

This international meeting of experts identified priority research areas in family planning communication and dealt with the methodological issues related to these areas. Guidelines for cross-cultural research projects, research training, and utilization are presented. Recommendations for the collation, synthesis, and dissemination of research findings to national family planning programs are given. Other recommendations concern the development and implementation of communication research programs by governments, funding agencies, research institutions, and individual researchers.

Information Sources and Bibliographies

18-45:

Annotated Taiwan population bibliography. Taichung, Taiwan, Chinese Center for International Training in Family Planning, January 1974, 115 pp.

This annotated bibliography includes more than 300 articles in English collected by the Center. Articles are grouped under the categories: 1) general; 2) administration; 3) training; 4) information, education, communication; 5) demography and sociology; 6) evaluation; 7) medical; and 8) others. This bibliography is intended to be used in conjunction with the volume, *Taiwan Population Studies Summaries*, issued by the Taiwan Provincial Committee on Family Planning in November 1973. Both volumes combine to provide a reference to population and family planning program studies in Taiwan.

18-46: Bhatia, Brajesh and M. M. L. Goyal
Directory of family planning and population libraries in India. New Delhi, Information and Audio-Visual Division, National Institute of Family Planning, November 1971, 31 pp.

This directory provides information on 31 family planning and population libraries in India. Libraries are categorized under the headings: central institutions, regional family planning training centers, and demographic research centers. A short description of each library, its staff, collection, budget, services, publications, officer-in-charge, and librarian is given.

18-47: International Planned Parenthood Federation, Information and Education Department

Focus on additions to IPPF Audio-Visual Library at Central Office. London, IPPF, April-June 1973, 21 pp.

Recent additions to the Audio-Visual Library include 16mm films, filmstrips, kits, slides, flipbooks, leaflets, booklets, and realia. Entries include annotations, producer's or distributor's name and address, and prices.

18-48: International Planned Parenthood Federation

Family planning and health: an annotated bibliography. London, IPPF, August 1972, 33 pp.

This annotated bibliography of 146 documents includes entries on family planning and better health; administration of family planning and maternal and child health services; programs in action; fertility and mortality; maternal mortality; perinatal mortality; infant mortality; contraception; age and parity; birth weight; nutrition; maternal and child health and care; family size and birth order; socio-economic and cultural factors affecting fertility and mortality; extramarital pregnancy; abortion; and mental health.

18-49: International Planned Parenthood Federation

Family planning and the status of women. London, IPPF, February 1974, 31 pp.

This annotated bibliography includes books and periodical articles on those aspects of women's position in society which affect not only their awareness and use of family planning but also their fertility. Works are categorized under the headings: general; employment; psychological aspects (including female role, sex role, conditioning of children, husband-wife communication, domestic division of labor); economic and social development; law; education; and works organized by country.

18-50: International Planned Parenthood Federation

Family planning projects in industry. London, IPPF, September 1973, 8 pp.

Documents, mostly short journal articles, on family planning projects in industry are included in this bibliography. The emphasis is on India and Japan where most of these types of projects have been attempted. Population for workers is also included in this annotated list containing 58 works.

18-51: International Planned Parenthood Federation

Mental health and family planning. London, IPPF, August 1972, 16 pp.

This annotated bibliography covers all aspects of family planning and mental health: the population explosion, mental health services, pregnancy, unwanted children, contraception, abortion, and the mentally handicapped. The 68 entries include books, conference papers, research reports, and periodical articles.

18-52: International Planned Parenthood Federation

Religious attitudes towards family planning. London, IPPF, October 1972, 8 pp.

This annotated bibliography of 43 documents is a selection of the views of the major religions toward family planning. The first part of the bibliography covers religions originating in Europe and the Middle East. The second part deals with the main Oriental religions.

18-53: International Planned Parenthood Federation

The roles of social workers in family planning and developing countries: an annotated bibliography. London, IPPF, November 1971, 5 pp.

This annotated bibliography lists 28 basic books and periodical articles on social work and family planning. Documents are listed under the headings: general works, family planning training for social workers, abortion counseling, mobile clinic work, and role of social workers in developing countries.